



# Marketingrappen

How to thrive the radio branch

**GOLDBACH**  
**MEDIA**

# Biggest sales house in Switzerland



OFFLINE

ONLINE

Business-  
Lines

**GOLDBACH  
MEDIA**

**GOLDBACH  
AUDIENCE**

**GOLDBACH  
INTERACTIVE**

Kompetenz-  
zentren

**GOLDBACH  
RADIO**

**GOLDBACH  
TV**

**GOLDBACH  
MOBILE**

**GOLDBACH  
SEARCH**

**GOLDBACH  
SOCIAL MEDIA**

# Goldbach Radio

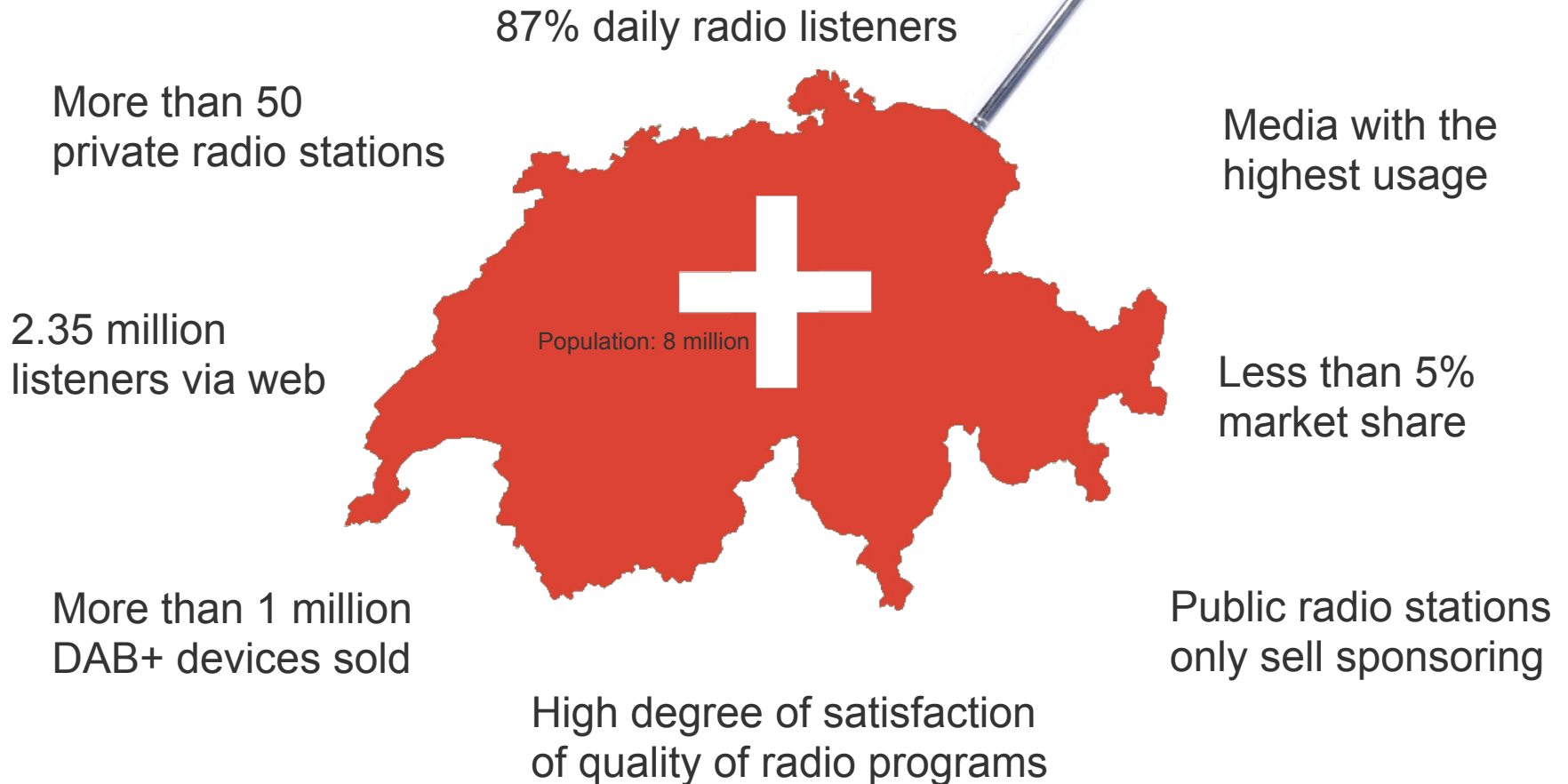
What we are proud of:

**GOLDBACH**  
**RADIO**

- / 54 partner stations
- / 30% of the total radio revenue
- / Over 90% of the national radio revenue
- / 7% of revenue in 2012 of new customer
- / Largest marketer of private radio stations in Switzerland
- / Radio team of more than 20 professionals
- / Exclusive Goldbach tools servicing market partners (GRP monitor and spot auditor)

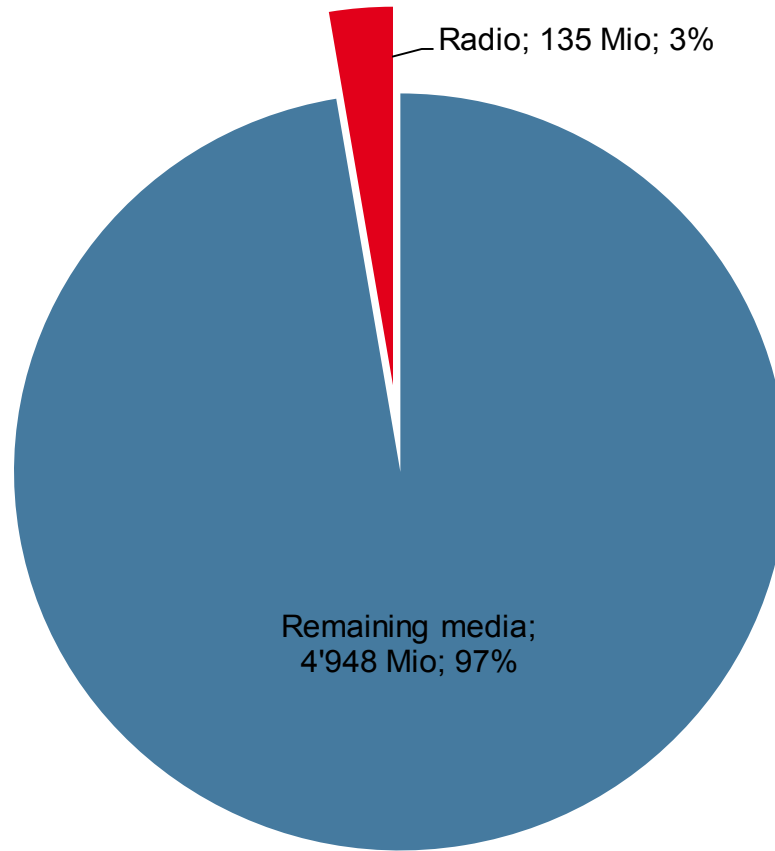
# The Swiss radio market

Small country with a high usage of radio



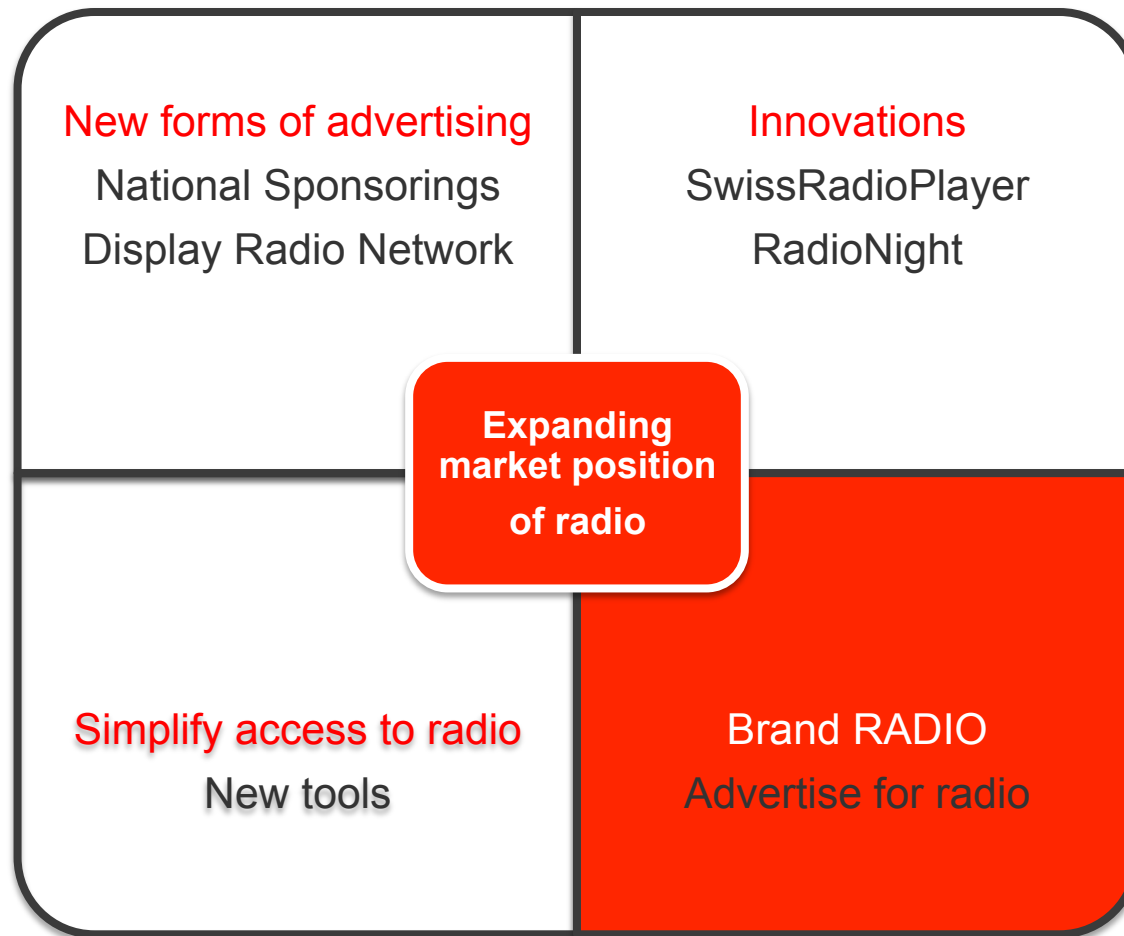
# Privat radio must grow

3% of market share are not enough!



Source: Werbeaufwand Schweiz der Stiftung Werbestatistik Schweiz, Netto Revenue of 2010 (incl. Agency Commission)

# Goldbach Media Strategy to expand the market position



# Establishing a top of mind position with creative ideas





But who is going to pay for it???





# Marketingrappen (Marketing cent)

A joint promotion for radio

- / Initiated by Goldbach Media in 2011 (SwissRadioDay)
- / A joint venture of 35 Swiss radio stations and Goldbach Media
- / Each station pays 2 Rappen per paid national second
- / Goldbach Media doubles the amount



# Radiospotarchiv.ch - The radio spot database

Established for inspiration and presentation



# Radiopotarchiv.ch

A Swiss database of radio spots



De Fr It En [Log-in](#)

[Home](#) [Clients](#) [Agencies](#) [Who we are](#) [Contact](#)

Find spot title

Customer Agency Recording studio Sector  
Country Language Year

play

Info

+

Best rated

Most listened to

Newest

Rating		Title	Customer	Agency	Year	Country	Infos
★★★★★	▶	Säntisblick	Säntisblick	AudioVisualDreams	2007	Switzerland	+
★★★★★	▶	Motocenter	Motocenter	AudioVisualDreams	2009	Switzerland	+
★★★★★	▶	Mercedes - Schneewittchen Attention Assist	Mercedes-Benz Schweiz AG / SMART	Jung von Matt	2010	Switzerland	+
★★★★★	▶	Rap D	Swisscom (Schweiz) AG	keine Angaben	2011	Switzerland	+
★★★★★	▶	Unterhose	Tamedia AG / Tagesanzeiger	Jung von Matt	2004	Switzerland	+
★★★★★	▶	Liebling	20 Minuten AG	McCann Erickson	2004	Switzerland	+
★★★★★	▶	WM Spanien D	Appenzeller Käse GmbH	keine Angaben	2010	Switzerland	+
★★★★★	▶	Heidi D	Red Bull AG	keine Angaben	2009	Switzerland	+
★★★★★	▶	Bier	Tamedia AG / Tagesanzeiger	Jung von Matt	2004	Switzerland	+

/ 2'000 spots so far /  
uploading more  
spots every day

/ Supporting 4  
languages  
(German/French/  
Italien/English)

# Get the attention of creative agencies

Improvement of radio spot quality is key for successful advertising

- / To get the awareness of the creativity agencies we are launching an award for the most creative radio ad
- / The prize will be a national radio campaign
- / The award ceremony will take place at next years RadioNight





# Turning the Marketinggrappen into a success story

Radio – the better choice!



- / Establish radio as relevant alternative especially for print
- / Print ads and skyscraper in media related publications
- / High presence in specialist magazines with interviews and reports

First success: Radio is being talked about again





# GOLDBACH MEDIA

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